



NEWS RELEASE

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Deadline Looms in August for Consumers Scammed by Unlicensed Insurer ATA

Consumers who purchased health benefits by an unlicensed health benefits company called American Trade Association Inc., (ATA) or its affiliates have until August 31, 2010, to pursue a refund of money they paid for this unauthorized and possibly non-existent “insurance” product.

The Colorado Division of Insurance was alerted that some Coloradans purchased these so-called insurance policies from American Trade Association and related companies.

ATA’s assets are being liquidated by the Tennessee Department of Commerce and Insurance, who is processing all claims. ATA members who have unpaid medical bills or who have paid premiums can complete a proof of claim form to pursue recovery of their money. Information on how to file a claim can be found at the Tennessee Department website, www.americantradeliquidation.com, or by calling 1-800-446-7467.

“Colorado consumers who may have purchased one of these unauthorized insurance policies need to act quickly as they have a short period of time in which to seek recovery,” said Colorado Insurance Commissioner Marcy Morrison. “Investigators in several states teamed up to stop this fraudulent activity, now it’s up to the consumer to take action to recover any money before the deadline.”

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DORA is dedicated to preserving the integrity of the marketplace and is committed to promoting a fair and competitive business environment in Colorado. Consumer protection is our mission.